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Application Serial No. 10/034,045

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Thomas E. Jacobs  
Title: SYSTEM AND METHOD  
FOR FACILITATING  
CUSTOMER  
APPRECIATION  
Appl. No.: 10/034,045  
Filing Date: 12/27/2001  
Examiner: Abraham Bahta  
Art Unit: 1775  
Confirmation No.: 1658  
Atty. Dkt. No.: 023720-0250

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Mail Stop NON-FEE AMENDMENT  
Commissioner for Patents  
PO Box 1450  
Alexandria, Virginia 22313-1450

**REPLY AND AMENDMENT**

This communication is responsive to the Non-Final Office Action dated May 7, 2003, concerning the above-referenced patent Application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks/Arguments** begin on page 8 of this document.

Please amend the Application as follows: